Microsoft really shines on the Apple Macintosh.

It's not surprising that Microsoft is the first software company to produce essential professional programs for the Apple Macintosh. Microsoft is the oldest microcomputer software company in the world. Our first product, Microsoft BASIC, is the language spoken by nine out of ten micros worldwide. Our vision has always been that the microcomputer had the power to bring computing to every individual. Now there's a computer that helps us realize that vision.

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The High Performance Software™

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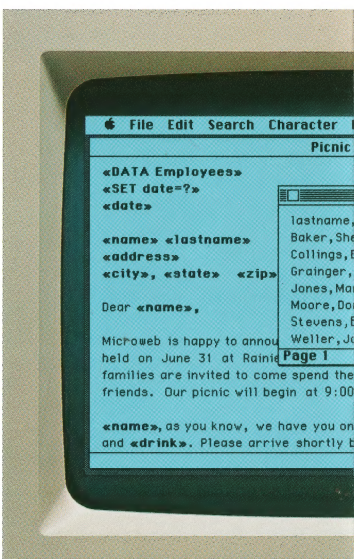
Microsoft Word

Turn your Macintosh into a serious word processor.

Word processing that beats the others hands down. If you've got a Macintosh, all you need now is Microsoft Word. It lets you build and print high-quality documents in a flash. And it makes anything you write look like a million bucks. But it sure costs a whole lot less.

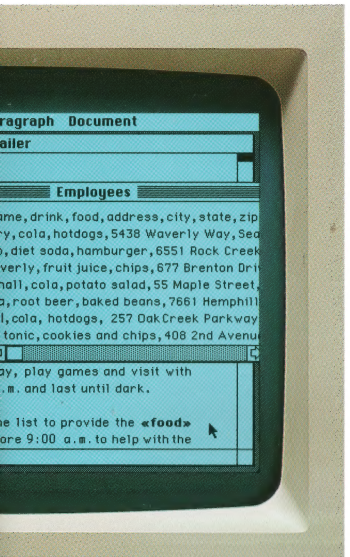
Unlike other word processors, Microsoft Word isn't limited to the amount of text that fits in Macintosh's memory. So you won't go to pieces splitting your longer documents into bits. And Microsoft Word even does windows. For instance, you can have your outline in one window, the report you're writing in another, a reference document in a third, and so on. Shuffle text around or copy it to other documents. Build a whole new document out of old ones in seconds. Edit anywhere, in any window. Or compare from document to document while you're entering your own summary text.

Of course, Word supports all of Macintosh's fonts and font sizes. And Word supports daisywheel



and other letter-quality printers. All your correspondence will have the impressive appearance your business deserves. You'll discover superior form letter and merge capabilities, too. So each letter appears to be typed by hand.

But there's so much more that words can't describe here. Like the way you can store your most frequently used words, phrases, and paragraphs. Simply keep them in the glossary and then insert them anywhere, in any document, at any time. Or like the way you can write and edit in multiple columns without creating a mess of your text. How about footnotes? Most word processing programs simply have no way to automatically number footnotes and place them on the appropriate page. Microsoft Word does. But that's not surprising. It's just another reason why Word's getting around. Fast.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tonic, cookies and chips, 408 2nd Avenu
y, play games and visit with
.m. and last until dark.
e list to provide the «food»
ore 9:00 a.m. to help with the

Print Merge. Terrific for form mail. The window in the upper right contains the information. Word automatically inserts it for you into each personalized letter.

Available
Winter 1985

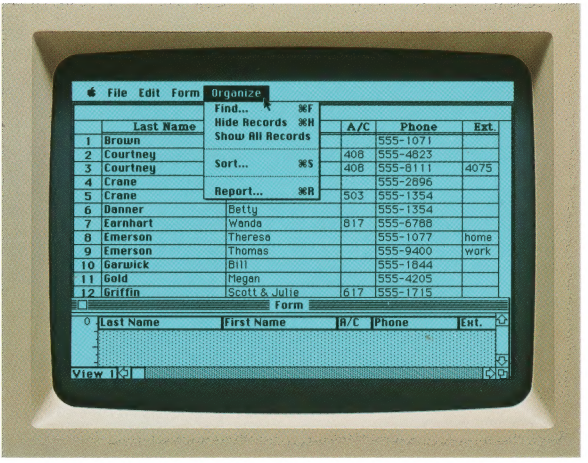
Microsoft File

Information that comes when you call it.

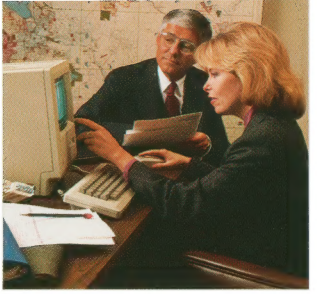
For the record, it makes your files much more manageable. Microsoft File lets you record and organize any kind of information. It's just as easy as the files you keep in a desk drawer. Only much better. And this is one electronic filing system that takes every advantage Macintosh offers. Microsoft File can handle a surprising amount of information. And it can retrieve that data for you fast.

Just fill in forms as simply as you would fill in a file card. Now you have complete control over the way you see the information you keep in Microsoft File. And on Macintosh, File gives you more freedom to build customized forms. Change the shape, the size, or the form's entire format. You can even include pictures.

Summarize complex data into usable information

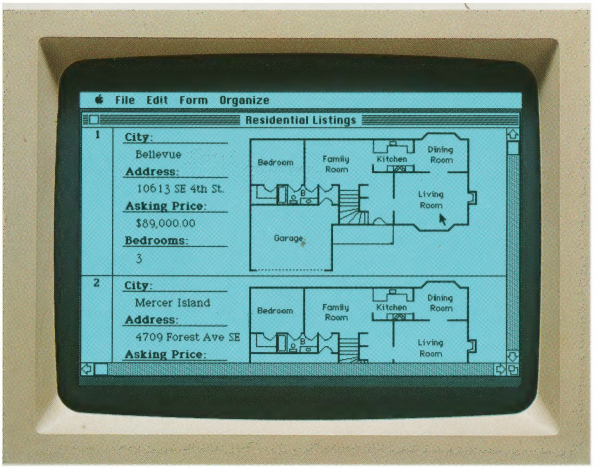


Store your information. The lower window shown is for designing the form of your records, presented here in a simple design, like a list. The pull-down menu, above, holds command choices for organizing your data.



to prepare reports. Macintosh's pull-down menus make it easy because you don't have to remember computer-like commands to get the job done fast. Microsoft File's built-in reporting capabilities include sorting and summaries, too. Such as totals on any field. Averages. Counts. So File isn't just a record-keeper. Its ability to retrieve specific information makes Microsoft File indispensable for drawing conclusions from raw data and creating reports. In fact, you can use Microsoft File for everything from analyzing market research to mailing catalogs. And, of course, File works with other Microsoft software. For example, you can easily send form letters using File and Microsoft Word.

Available Winter 1985



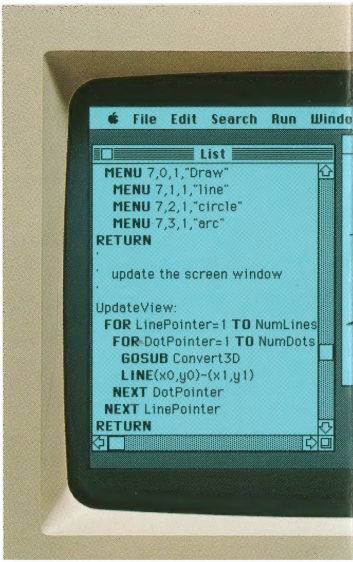
Design records to suit yourself. Emphasize the most important information by putting it right up front. You can even store graphics, such as these floor plans.

Microsoft BASIC

Design programs for Macintosh with the world's most popular BASIC.

Everything from business to engineering to education. Even games. Microsoft BASIC is the best-known, most widely used microcomputer language, found on every major personal computer. And this powerful, enhanced version was adapted especially for the Apple Macintosh, with features never available in a BASIC before. Microsoft BASIC gives you access to the power of Macintosh in an easy-to-use language. So you'll be able to take advantage of everything that makes Macintosh, Macintosh.

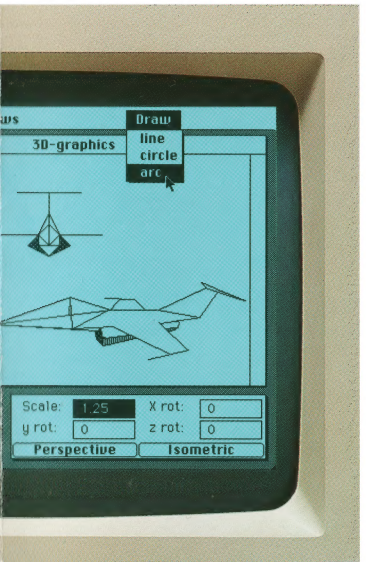
Not only is Microsoft BASIC the de facto industry standard, it's the most complete BASIC for your Macintosh. Write programs that make the most of Macintosh. You can add mouse commands. Graphics. Windows. Change type fonts and styles. Customize menus. Incorporate music and sound effects. Design software that uses the mouse. Do sophisticated graphics. Select text characteristics. Transfer data between Multiplan and BASIC. Transfer graphics between



MacPaint and BASIC. Microsoft BASIC on Macintosh even provides animation capabilities. And there's more.

Microsoft BASIC handles a wide variety of computer tasks. It's easy to write and run powerful programs using the simple English-like commands. So it's excellent for beginners who want to learn programming. Yet experienced programmers will appreciate Microsoft BASIC's rich set of features, including device-independent I/O. String handling functions. Trigonometric functions. Advanced editing and debugging capabilities to speed program development.

Microsoft BASIC. It's the language spoken by nine out of ten microcomputers worldwide. And over two million micros couldn't be wrong. For convenience, ease of use, and all-around versatility, you can't do better than Microsoft BASIC on Macintosh.



Your programs can make most of Macintosh. Our original, world-renowned BASIC now gives you all the advantages of Macintosh. Use the mouse, windows, menus. You can even do graphics and animation.